

## ORDER



KSDK

**Orders**  
**Order / Rev:** 723711  
**Alt Order #:** 06386088  
**Product Desc:** #3404 BEISER  
**Estimate:** 3404  
**Flight Dates:** 10/22/12 - 10/28/12  
**Original Date / Rev:** 10/19/12 / 10/19/12  
**Order Type:** Political

**Primary AE:** Dan Foster  
**Sales Office:** T-CHI  
**Sales Region:** NAT

**Agency**  
**Name:** Adelstein & Associates/ POL  
**Buying Contact:**  
**Billing Contact:**  
 222 W Ontario Ste 600  
 Chicago, IL 60610

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Beiser, D/ D/ IL House  
**Demographic:** A25-54  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	22	\$30,175.00	\$25,648.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	22	\$30,175.00	\$25,648.75	0.00
<b>Totals</b>	<b>22</b>	<b>\$30,175.00</b>	<b>\$25,648.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
KSDK	42%	\$30,175.00
Market	100%	\$71,845.24

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
KDNL	0%	\$0.00
KETC	0%	\$0.00
KMOV	16%	\$11,495.24
KNLC	0%	\$0.00
KPLR	0%	\$0.00
KTVI	42%	\$30,175.00
UNKWN	0%	\$0.00
WHSL	0%	\$0.00
WPXS	0%	\$0.00
WRBU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSDK	10/22/12	10/26/12	M-F 6-7A 6-7a	CM	6-7A	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
TODAY STL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--			4			\$900.00		0.00			
E 2	KSDK	10/22/12	10/26/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	MTWTF--	:30	4	\$825.00	P-2	0.00	NM	4	\$3,300.00

Order / Rev: 723711  
 Alt Order #: 06386088  
 Flight Dates: 10/22/12 - 10/28/12

Advertiser: Beiser, D/ D/ IL House  
 Product Desc: #3404 BEISER  
 Estimate: 3404

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		4				\$825.00		0.00			
E 3	KSDK	10/22/12	10/26/12	M-F 4P News News 5 at Four	CM	4-430P	MTWTF--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		2				\$750.00		0.00			
E 4	KSDK	10/22/12	10/26/12	M-F 5P News News Channel 5 at 5P	CM	528-530p (5:28 PM-5:30 PM)	MTWTF--	:30	2	\$2,700.00	P-2	0.00	NM	2	\$5,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		2				\$2,700.00		0.00			
E 5	KSDK	10/22/12	10/26/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	MTWTF--	:30	3	\$2,025.00	P-2	0.00	NM	3	\$6,075.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		3				\$2,025.00		0.00			
E 6	KSDK	10/22/12	10/26/12	LN (M-F) LN (M-F)	CM	10-1035p	MTWTF--	:30	3	\$2,250.00	P-2	0.00	NM	3	\$6,750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--		3				\$2,250.00		0.00			
E 7	KSDK	10/27/12	10/27/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
SUN NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$750.00		0.00			
E 8	KSDK	10/27/12	10/27/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$1,800.00		0.00			
E 9	KSDK	10/28/12	10/28/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$250.00		0.00			
E 10	KSDK	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$750.00		0.00			
													Totals	22	\$30,175.00